

The Talk of Five Boroughs!

GRAND CENTRAL PALACE

\$5,000,000 SALE OF SHOES

and Other Good Merchandise



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"Babe" Ruth's Shoe Party at The Palace Shoe Sale Was Some Party

"Babe" Ruth, idol of the baseball world, was given a pair of shoes for every home run he had made this season by The Nemours Trading Corporation.

"Babe" figured that he had no earthly use for thirty-two pairs of shoes all at once, so he found thirty-two little orphan children who are too small to break large runs—and who, in fact, have no homes to run to if they did knock 'em, taking these youngsters to The Grand Central Palace, he shod them for the coming winter.

Of course the shoes coming from "Babe" are much better shoes than could be bought for any money otherwise—at least that is what the kids think.

Here is a picture of "Babe" and Mrs. Ruth enjoying the happiness "Babe's" generosity is giving the little ones.

"Babe" after seeing the shoes on display likes them so well that he says he is going to knock a few more home runs and get some shoes for himself and Mrs. Ruth.

MEN! WOMEN! THINK !!

There is no use in any of us trying to dodge the issue of high prices. They are here and, apparently, they are here to stay for some time.

THE NEW YORK TRIBUNE of July 24th carried a story that the family expenses rose 9 per cent. during the past six months.

There are stories in all of the newspapers telling of mills shutting down. That is to curtail production, and curtailed production means a demand exceeding the supply. That means continued high prices.

There is nothing MUCH to be done by the consumer. It is up to you, as a user of merchandise, to pay "all the traffic will bear" on merchandise you HAVE to have, and to do without all you can do without.

HOWEVER, there is a point where one cannot do without—and it is a good idea—an excellent idea for YOU, as a consumer of merchandise, to ANTICIPATE what you will NEED for the winter, and, as a matter of pure economy and GOOD BUSINESS, take advantage of this great sale.

You know, of course, that, when the fall season opens, when the demand for new goods is strong, prices will surely be at the TOP.

You know, or at least it is easy for you to figure that, in the regular course of business, beginning of the season prices MUST be put high enough to take care of the reductions that invariably take place later in the season.

You know, too, that just NOW merchants are buying goods for next season. WHY DON'T YOU DO THE SAME THING? It pays THEM, it will pay YOU.

This great sale of \$5,000,000 worth of merchandise is ONE of the FEW opportunities for YOU, as a consumer, to get in on the GROUND FLOOR and buy first class, reliable merchandise just as cheap as your favorite merchant can buy it AT THE MILL.

At first glance \$5,000,000 worth of merchandise seems to be a great lot, but when we remember that Marshall Field & Co., in Chicago, a city one-third the size of New York, sells \$5,000,000 worth of goods at retail every month on an average, you can understand that it is not enough to make a BIG dent in prices.

It will pay you, no matter what your station in life, to THINK OF THE COMING WINTER and do as much shopping HERE and NOW as you can, for every dollar you spend HERE NOW is buying just as much for YOU as it would buy for a merchant AT THE MILL and in BIG lots.

Look over these items. They are representative. They show you what wonderful work your money can do for you here and now.

Compare these prices with prices

1,000,000 yards AIRPLANE CLOTH 60c A YARD

This is the cloth that was made for airplanes for the Government. Every yard of it measures up to Government specifications, and the Government specifications were very rigid, for men risked their lives in the air depending upon the stability of this fabric to sustain them at great heights.

being quoted in stores NOW, and then compare the present prices in the stores with what they were at the beginning of the season, and you will have some idea of the bargains here for your choosing.

In appearance it resembles pongee. It is very strong, beautiful weave, and is splendid for hundreds of uses in and around the home. It is 36 inches wide and comes 60 yards to the piece.

You will want a number of yards of this cloth. Get it now.

WOOLENS FOR MEN OR WOMEN

The woolen market is a "bull" market—that is, prices are way up and everything points to their staying up. Reports are that clothing is going to soar to heights never before reached.

Here are woollens—first class woollens

shorn of everything but the mill cost. Plenty of them, a lot of patterns and it is well worth your time to strain a point if necessary and buy as much as you are going to need while they are on sale.

For women's wear you will find—

Amoskeag, No. 6, 120 Navy Serge, all wool, 50 inches wide, fast dye, absolutely standard in every way except price, yard \$2.25.

Navy Tricotine, all wool, 54 inches wide, fast color. Ask for No. 164 or 167, wonderfully low priced, yard \$3.35.

Navy Poirer Twill, all wool, 54 inches wide, fast color. Ask for No. 8,304. Priced, yard \$3.50.

Silvertone Cloaking, all wool, assorted shades, 16-ounce, fast colors, 54 inches wide. Ask for No. 16007. Yard \$2.50.

Overplaid Cloaking, all wool, gray ground, green overplaid, 16-ounce, 54 inches wide. Ask for No. 04070. Yard \$2.50.

Cotton Warp Coatings, assorted dark colors, 16-ounce, 54 inches wide. Ask for No. 1. Yard \$2.50.

For men's wear there are—

All Wool Navy Serge, 12-ounce, 54 inches wide, fast color. Ask for No. 439. Yard \$3.35.

All Wool Navy Serge, 12-ounce, 54 inches wide, fast color. Ask for No. 1586. Yard \$3.35.

All Wool Gray Worsted, 12-ounce, 54 inches wide, fast color. Ask for No. 8621 and 8622. Yard \$4.75.

All Wool Gray Worsted, 12-ounce, 54 inches wide, fast color. Ask for No. 6539 and 6544. Yard \$4.75.

All Wool Navy Unfinished Worsted, 14-ounce, 54 inches wide, fast color. Yard \$3.50.

All Wool Serge, navy or brown, 12-ounce, 54 inches wide, fast colors. Ask for No. 43 and 141. Yard \$3.00.

All Wool Navy Flannel, 12-ounce, 54 inches wide, fast color. Ask for No. 111. Yard \$3.50.

Cotton Warp Shepherd Plaid, 12-ounce, 54 inches wide. Ask for No. 793. Yard \$2.50.

If you can spare the time, shop around on similar goods and find what they sell for "regularly," then you will appreciate these prices.

MEN'S SUITS

There are still some of those blue chevrot suits, two-button double breasted, short waisted model, quarter lined with Skinner's satin, which are being sold at \$25.

There are some overcoats that are wonderful values. Many of them are made of genuine Wurumbo meltons, in navy only. The light weight ones, for fall wear, are priced at \$30, and the heavy weight, for real winter weather, are \$35.

If you have wanted a real Wurumbo melton coat, and have priced them in regular stores, you will understand what bargains these are.

There are some dandy values in light weight

kersey overcoats at \$30. All coats are young men's double breasted models and snappy.

There are 500 pairs of high grade mohair trousers, in a variety of stripes, gray, blue and steel blue, splendidly made at \$5 a pair.

There are 300 pairs of cool cloth trousers at \$3.95 a pair.

There are 250 pairs of French flannel trousers at \$5.50 a pair.

There are some soft collars, sizes 13½, 16 and 17, fine quality and beautifully tailored, at 20c each or \$2.10 a dozen.

These goods are all bargains. Buy them liberally for the coming season, or for now, as the case may be.

FLOUNCINGS

There are 3,000 yards of 18-inch net flouncings in pretty patterns that are priced at 30c per yard in ten yard pieces, or, by the yard, 35c.

Also 7,000 yards of embroidered Organdie flouncings in assorted colors, in 10 yard pieces, 50c a yard or by the yard, 55c.

1,200 yards of 36-inch embroidered Organdie flouncings, in assorted colored embroideries, in 10 yard pieces, 25c a yard, by the yard, 30c.

3,500 yards of 36-inch printed Voiles, flowered or checked patterns, yard, 25c.

And there are other flouncings at 25c, 30c and 50c a yard.

WOMEN'S COATS

There are about twenty-five of these. They are all sample coats, no two alike, and they are priced much lower than the whole-

sale cost. They range in price from \$15.00 to \$75.00. You will quickly see the extreme value in them—but hurry or they will be gone.

SHOES! SHOES!! SHOES!!!

Winter is coming. Summer is well on its way. The new low shoes you bought early are getting to look rusty. You are going to have to have new high shoes soon.

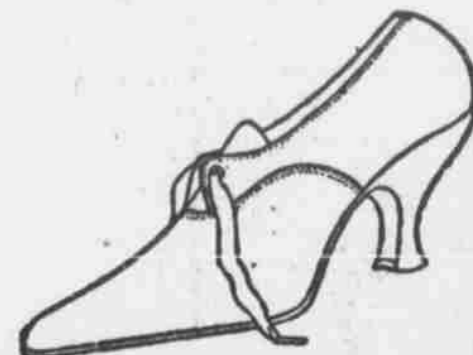
Here is the place to get them, here and NOW. No such a shoe sale has ever been offered before. It will be a long, long time before such a sale will be staged again.

Every kind of shoes for men, women and children. All first quality. No "seconds," no "factory rejects." Nothing but first quality goods and all AT FACTORY COST.

Think about the coming winter. Think about the school days and the new shoes they are going to call for. Think about "regular prices" and save money NOW.

No. 558 — Women's tan or black one eyelet pumps, French heels, soft quality leather; sizes 2½ to 8, \

\$3.



No 6071 — Women's tan suede pumps, hand turned soles, French heels; sizes 2½ to 8; A, B and C widths.

\$7.



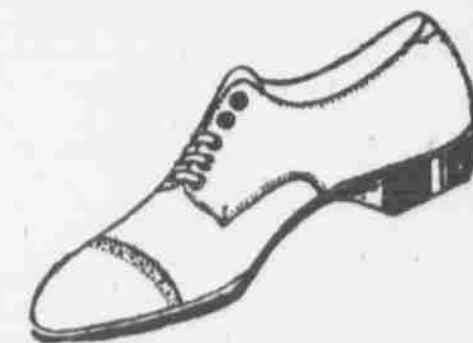
No. 1356 — Men's gun metal, English bal, Goodyear welt, mat calf tops; sizes 6 to 11; D and E widths,

\$4.50



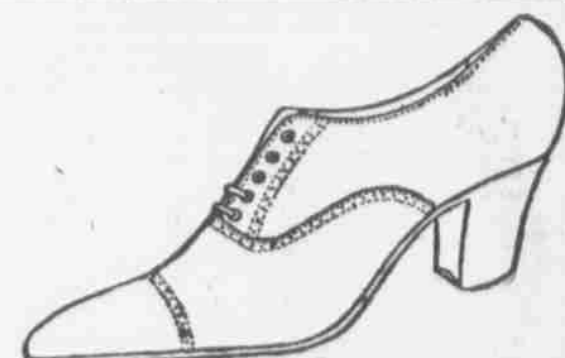
No. 1367 — Men's tan mahogany Blucher Oxfords, Goodyear welt; sizes 6 to 11; D, and E widths.

\$5.



No. 1807 — Women's golden brown five eyelet lace Oxford, welted soles, military heels; sizes 2½ to 8, AA, A, B and C widths.

\$5



Hours 9 A. M. to 6 P. M. Daily; 10 P. M. Saturday. Use Telephone 7300 Vanderbilt

GRAND CENTRAL PALACE

Lexington Ave., 46th to 47th St., New York

NEMOURS TRADING CORPORATION—Chas. W. Mills, Vice-President and General Manager

In connection with this sale we are running a contest for the prettiest foot and ankle.

Everyone is eligible to enter this contest. Come to the Grand Central Palace, enter your name and learn full particulars.

The first prize is \$500.00 in gold; the second prize a pair of gold cloth slippers, and the third prize a pair of silver cloth slippers.

There is no charge of any kind for entering this contest.